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10/806,767	03/23/2004	Yuko Nishikawa	81235 7114	2440
37123 7590 07/29/2009 FITCH EVEN TABIN & FLANNERY 120 SOUTH LASALLE STREET SUITE 1600 CHICAGO, IL 60603-3406				
EXAMINER TAYLOR, JOSHUA D				
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**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

## DETAILED ACTION

### *Response to Arguments*

Applicant's arguments filed July 2, 2009 have been fully considered but they are not persuasive. On pages 11-12, Applicant argues:

*With respect to the tertiary cited reference, Shaya actually discloses: "... Yet another hybrid data processing model that may be employed combines collaborative and content-based filtering. FIG. 11 illustrates a cascade of collaborative and content-based filters 1100 utilized in certain embodiments of the invention. Cascade 1100 represents a novel approach to exploiting both social and content information that is particularly well suited to the present invention. With this cascaded architecture 1100, the collaborative filter 1102 is tuned to output predicted ratings 1103 for many products based on a current consumer's characterization profile 1107 and the knowledge regarding all consumers and products contained in database 1101. Ratings outputs 1103 then form the input to content-based filter 1104, which selects **products** from those inputs for which the product features stored in the **product** features database 1105 match well with the user's aesthetic choices contained in the personal profile information. The products selected by content-based filter 1104 comprise the final recommendations 1106 output by the **product recommendation** engine." (Para. [0164]; Fig. 11) in essence, Shaya merely teaches using a single cascade of filters 1100 for recommending products, e.g., for online shopping of consumer goods, not audio-video content via a signal transmission, to consumers, wherein the **product information** is gleaned from a database 1101, not via a signal **transmission from** a primary service provider as in the presently claimed invention.*

In contrast to Sic, even in view of Fries, and even in further view of Shaya, the present invention comprises "a *plurality* of cascading filters for facilitating determination of a particular one of the *discrete selectable audio/visual programs*, the *plurality* of cascading filters being customizable for at least one user, wherein the *plurality* of cascading filters *simultaneously considers content across the first plurality of the discrete selectable items of audio/video content and the second plurality of the discrete selectable items of audio/video content*[" As such, the present invention uses a distinct filter architecture involving a *plurality* of cascading filters, rather than merely a single cascade, in order to *simultaneously consider content, wherein the content comprises a plurality of discrete selectable items of audio/video content, wherein a first plurality of the discrete selectable items of audio/video content differ from a second plurality of the discrete selectable items of audio/video content with respect to a primary transmission service provider*. The single cascade of filters of Shaya cannot accomplish the result emanating from simultaneous consideration of content by a plurality of cascading filters as claimed in the present invention.

Examiner disagrees with Applicant's conclusion. First, it is necessary to try and establish what is meant by the phrase "a plurality of cascading filters." Applicant appears to interpret said phrase to mean several groups of filters, each group consisting of several cascading filters. Examiner suggests that said phrase could mean one group of filters consisting of several cascading filters.

In support of Examiner's interpretation, Examiner points Applicant to U.S. Provisional Patent

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Application Serial No. 60/520,752, from which the instant case claims priority. In section III, the Provisional Application states, inter alia, "The system consists of cascading filters that can filter out and in TV shows based on their attributes." This is the only mention of the word "cascading" in any of the relevant Applications upon which the instant Applicant claims priority or has incorporated by reference. Because the word "plurality" does not appear in the cited section, Examiner's interpretation of the phrase "a plurality of cascading filters" as meaning one group of filters consisting of several cascading filters is consistent with the background of the words in the disclosure. Accordingly, Applicant's arguments regarding the lack of teaching in Shaya are rendered moot.

Applicant's remaining arguments refer to a similar argument as the one addressed above, and thus are also rendered moot.

/Josh Taylor/

Examiner, Art Unit 2426

/Joseph P. Hirl/

Supervisory Patent Examiner, Art Unit 2426

July 27, 2009